

Message Text

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TAGS: AFSP, MX

SUBJECT: FY 1976 COMMERCIAL BUDGET

REF: STATE 098756, 5/13

1. THE FOLLOWING FIGURES ARE IN REFERENCE TO REFTEL:

A) 1974 1975 1976
TRADE PROMOTION REPRESENTATION 5,600 6,720 8,000
NARRATIVE: LIVING COSTS HAVE INCREASED ROUGHLY 20 PERCENT
PER ANNUM AND TO AVOID OUT-OF-POCKET EXPENSES, THE INCREASES
FOR 1975 AND 1976 ARE CONSIDERED ESSENTIAL.

2.

B) COMMERCIAL TRAVEL 2,700 6,000 7,000
NARRATIVE: PRESENT COSTS ARE BASED ON 10 TRIPS PER YEAR INTO
THE INTERIOR. PLANS ARE FOR A COMPLETE CHANGE IN TRAVEL BY
THE VARIOUS OFFICERS OF THE COMMERCIAL SECTION. INCREASED
TRAVEL IS PROJECTED FOR THE PURPOSE OF HAVING EACH OFFICER
COVER, ON THE SPOT, THE MAJOR INDUSTRIES FOR WHICH EACH IS
RESPONSIBLE, WITH A VIEW TO OBTAIN THE MAXIMUM NUMBER OF
TRADE OPPORTUNITIES. THE PURPOSE IS TO PUT THEM INTO THE
MARKET PLACE, AND ITINERARIES FOR THEM WILL BE PREPARED
TO GUARANTEE THE SUCCESS OF THIS PROGRAM. FOUR OF THE
OFFICERS WILL BE DOING A MAJOR PORTION OF THE TRAVEL, WHICH
WILL BE TO THE MAJOR INDUSTRIAL CENTERS OF MONTERREY,
GUADALAJARA, QUERETARO, VERACRUZ, PUEBLA, ETC.

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3.

C) 1974 1975 1976

COMMERCIAL LIBRARY 1,200 1,700 1,950

NARRATIVE. FIGURES REPRESENT BOTH REFERENCE MATERIAL AND OFFICE FURNISHINGS. THE PROJECTED INCREASES IN ALLOTMENTS ARE DUE PARTICULARLY TO INCREASES IN COSTS BECAUSE OF INFLATION, AS WELL AS THE NEED TO SUPPLEMENT THE REFERENCE MATERIAL NOW ON HAND.

4.

D) COMMERCIAL NEWSLETTER 0 13,200 13,500

NARRATIVE: NO NEWSLETTER HAS BEEN PUBLISHED IN MEXICO BUT IT IS FELT THAT ONE IS NEEDED. POSTAGE FIGURES FOR 1975 ARE BASED ON A MAILING OF 3,000 NEWSLETTERS MONTHLY OF APPROXIMATELY 40 GRAMS EACH AT A COST OF 0.032 US CENTS PER UNIT. PRINTING COSTS AND OTHER PERIPHERAL CHARGES ARE ESTIMATED AT ONE THOUSAND DOLLARS PER MONTH. THESE ESTIMATES ARE TENTATIVE, PENDING MORE SPECIFIC INFORMATION.

5.

1974 1975 1976

E) CONTRACT SERVICES 568 640 700

NARRATIVE: CONTRACT SERVICES ARE ONLY PAYMENTS TO DUN AND BRADSTREET FOR INFORMATION FOR WTDR'S. THE PRICE INCREASED FROM 520 IN 1973 TO 568 IN 1974. INCREASES FOR 1975 AND 1976 ARE BASED ON ESTIMATES REFLECTING FUTURE INCREASES.

6.

F) POSITIONS 20,000 20,000

NARRATIVE: THE PRESENT AMERICAN STAFF IS CONSIDERED ADEQUATE FOR PRESENT AND IMMEDIATE FUTURE NEEDS. NEW WORK SCHEDULES ARE BEING PREPARED TO UTILIZE PRESENT MANPOWER TO THE MAXIMUM. MOST EFFECTIVE ADDITION WOULD BE ONE, POSSIBLY TWO CAPABLE, WELL EDUCATED AND WELL CONNECTED LOCAL EMPLOYEES. THERE IS NO PROVISION IN PRESENT BUDGET, BUT THERE SHOULD BE CONSIDERATION GIVEN TO ADDING THIS ITEM IN BUDGETS FOR 1975 AND 1976.

7.

G) WORKLOAD STATISTICS-WTDR'S 1,150 1,000 900

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NARRATIVE :

ESTIMATES ARE BASED ON PROBABLY LESSENING OF DEMAND FOR WTDR'S BECAUSE OF INCREASED COSTS. TO DATE, INDICATIONS ARE NOT CLEAR AS TO DEFINITE LOWERING OF DEMAND.

1974 1975 1976

ADS 175 180 200

NARRATIVE: ALTHOUGH INCREASED COST WILL INDICATE A

LOWERING OF DEMAND, THERE IS NOTHING TO INDICATE THIS AT PRESENT TIME. SINCE THE SERVICE IS NEW AND OF GREAT VALUE TO AMERICAN COMPANIES LOOKING FOR FOREIGN REPRESENTATION, IT IS FELT THAT THERE WILL BE A MODERATE INCREASE RATHER THAN A DECREASE.

FTI'S

NARRATIVE: THE EMBASSY'S INPUT INTO FTI DURING FISCAL YEAR 1974 WAS LIMITED TO THE FOLLOWING: 1) A CONTINUING REVIEW OF USDOC WTDR'S WAS MADE TO SELECT ALL SUBJECTS WHICH SEEMED WORTHWHILE ADDITIONS TO THE FTI. FORM 1A-341 WAS THEN PREPARED ON EACH OF THESE SUBJECTS AND SUBMITTED TO COMMERCE SO THEY COULD BE COMPUTERIZED. A TOTAL OF 101 SUCH REPORTS HAD BEEN SUBMITTED WHEN PROTRACTED ILLNESS OF ONE EMPLOYEE CAUSED SUSPENSION OF ACTIVITY IN MID-APRIL. FOR SAME REASON, REVIEW OF FTI 1967 COMPUTER PRINTOUT HAS NOT BEEN MADE, WHICH WHEN DDONE WILL RESULT IN DELETIONS. 2) ALL WTDR'S PREPARED FOR THE EXPORT PROMOTION PROGRAMS WERE ALSO PREPARED ON FORM 1A-341 TO PERMIT INCLUSION IN FTI. A TOTAL OF 131 REPORTS WERE PREPARED ON THE NAMES INCLUDED IN THE RESEARCH CENTERED TRADE LISTS IN FY-1974. THE EMBASSY'S PREVIOUS CALCULATIONS ON COSTS OF PREPARING WTDR'S HAVE INCLUDED THIS ACTIVITY AND EFFORTS TO SPARATE THE TWO ACTIVITIES ARE UNSUCCESSFUL. THE TOTAL NUMBER OF NAMES ADDED TO FTI BY THE EMBASSY IN FY-1974 IS THEREFORE 232. A REVIEW OF FTI-1967 PRINTOUT IS BEGINNING AND A SUBSTANTIAL NUMBER OF NAMES IS EXPECTD TO BE REMOVED AS FIRMS ARE PROVED TO BE OUT OF BUSINESS OR OF INSUFFICIENT IMPORTANCE. IT IS NOT CLEAR WHETHER FIGURES FOR NAMES DROPPED SHOULD BE INCLUDED IN THE CALCULATIONS, ALTHOUGH UNCLASSIFIED

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OBSVIOUSLY TIME IS REQUIRED FOR THE INVESTIGATION. EMBASSY WILL HENCEFORTH KEEP FIGURES FOR NAMES DROPPED. SINCE THE STAFF AVAILABLE IS WORKING AT CAPACITY, THE EMBASSY DOES NOT ANTICIPATE ANY SUBSTANTIAL INCREASE IN THE NUMBER OF NAMES SUBMITTED IN THE NEXT TWO YEARS, NOR IS THERE PARTICULAR REASON TO BELIEVE THAT MORE NAMES WOULD BE DEVELOPED WITH ADDITIONAL STAFF.

TOP'S 52 180 210

NARRATIVE. INTENSE PROGRAM TO INCREASE NUMBERS OF TOP'S ONLY BEGAN ON APRCL OF THIS YEAR WITH AVERAGES OF 15 TO 20 A MONTH. THIS FIGURE SHOULD BE INCREASED CONSIDERABLY WHEN TRAVEL PROGRAM TO THE INTERIOR INDUSTRIES IS PUT INTO EFFECT.

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